

ABSTRACT OF THE DISCLOSURE

An ink jet ink composition comprising (a) an aqueous carrier medium, (b) a colorant, (c) a UV curable resin dilutable in the aqueous carrier medium, and (d) a photoinitiator, a method for forming a waterfast image on an image receiving
5 substrate comprising applying in imagewise fashion to the image receiving substrate by ink jetting an ink jet ink of the invention, and thereafter exposing the image receiving substrate to a UV source, and articles produced therefrom.

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